

(8) transmitting said mass medium programming and said at least one message containing said code;

controlling a first receiver station on the basis of said at least one message containing said code, said step of controlling said first receiver station including:

(1) communicating at least a portion of said transmitted mass medium programming and said at least one message containing said code to a plurality of processors and selective transfer devices; and

(2) storing data applicable to said mass medium programming; and

controlling a second receiver station on the basis of said at least one message containing said code, said step of controlling said second receiver station including:

(1) selecting a portion of generally applicable output information content and communicating said selected portion of generally applicable output information content to at least one output device; and

(2) presenting said mass medium programming and said selected portion of generally applicable output information content at said at least one output device.

96. (New Claim) The method of claim 95, further comprising the step of:

receiving said signal from a remote station at said transmitter station.

97. (New Claim) The method of claim 95, wherein said code is machine language code.

98. (New Claim) The method of claim 95, wherein said code is downloadable code.

99. (New Claim) The method of claim 95, wherein said assembled at least a portion of said at least one message includes said code.

100. (New Claim) The method of claim 95, wherein higher language code is processed, said method further comprising the step of:  
completing said code by processing information stored in a computer.

101. (New Claim) The method of claim 95, wherein higher language code is processed, said method further comprising the steps of:  
assembling code based on said higher language code; and  
linking said assembled code.

102. (New Claim) A method of processing signals in a network, comprising the steps of:  
(1) selecting mass medium programming;  
(2) assembling at least a portion of at least one message containing code, wherein said at least one message is effective at at least one receiver station to:

(a) communicate at least a portion of said selected mass medium programming and said at least one message to a plurality of processors and output devices;

(b) store data applicable to said mass medium programming;

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- (c) select a portion of generally applicable output information content; and
  - (d) output said selected mass medium programming and said selected portion of generally applicable output information content; and
  - (3) transmitting said selected mass medium programming and said at least one message.

103. (New Claim) A method of processing signals in a network, comprising the steps of:

- (1) receiving a signal at a transmitter station;
- (2) assembling at least a portion of at least one message at said transmitter station, wherein said at least one message contains code and is effective at at least one receiver station to present mass medium programming and a portion of generally applicable output information content; and
- (3) transmitting said at least one message.

104. (New Claim) A method of processing signals in a network, comprising the steps of:

- (1) receiving, in said network, a schedule and at least one message containing code; and
- (2) processing said at least one message according to said schedule to cause at least one receiver station to output at least one of a combined presentation and a sequential presentation of mass medium programming and a portion of generally applicable output information content at at least one output device.

105. (New Claim) A method of processing signals in a network,  
comprising the steps of:

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- (1) receiving mass medium programming and a schedule;
  - (2) assembling code based on said schedule, wherein said code is effective at at least one receiver station to select a portion of generally applicable output information content and communicate said selected portion of generally applicable output information content to at least one output device;
  - (3) communicating said mass medium programming to said at least one output device and said assembled code to a processor; and
  - (4) presenting said mass medium programming and said selected portion of generally applicable output information content at said at least one output device at said at least one receiver station.

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~~106. (New Claim) A method of processing signals in a network,  
comprising the steps of:~~

- ~~(1) receiving a signal to be transmitted;~~
- ~~(2) receiving at least one schedule which is effective to at least one of:~~
  - ~~(a) effect a transmitter station to assemble at least a portion of at least one message, wherein said at least one message contains code and is effective at at least one receiver station to:~~
    - ~~(i) select a portion of generally applicable output information content; and~~
    - ~~(ii) communicate said selected portion of generally applicable output information content to at least one output device; and~~
  - ~~(b) effect said at least one receiver station to:~~

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- (i) assemble said code;
  - (ii) select said portion of generally applicable output information content; and
  - (iii) communicate said selected portion of generally applicable output information content to said at least one output device;
- (3) receiving a transmitter control signal which operates at said transmitter station to communicate at least one of said at least one schedule and said at least one message to a transmitter; and
- (4) transmitting said signal, said at least one schedule, and said transmitter control signal.

107. (New Claim) A method of signal processing in a network, said method comprising the steps of:

transmitting a programming signal to at least one of a plurality of stations;  
controlling a first transmitter station based on said programming signal,  
said step of controlling said first transmitter station comprising:

(1) generating information content of at least a portion of a first control signal by processing stored data; and

(2) transmitting mass medium programming and said first control signal containing said information content generated in said step of generating;

controlling a first receiver station based on said programming signal, said step of controlling said first receiver station comprising:

(1) processing at least some of said transmitted mass medium programming and said first control signal; and

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(2) storing data applicable to said mass medium programming;  
and

controlling a second receiver station on the basis of said programming signal, said step of controlling said second receiver station comprising:

(1) selecting output information content and communicating said selected output information content to a first output device; and

(2) presenting said mass medium programming and said selected output information content at at least one output device, said at least one output device including said first output device.

108. (New Claim) The method of claim 107, further comprising the step of generating said selected output information content at said second receiver station in response to said first control signal.

109. (New Claim) The method of claim 107, wherein said selected output information content is generally applicable information related to said mass medium programming, said method further comprising the steps of:

incorporating said generally applicable information into one of processor code and data; and

transmitting said one of processor code and data from said first transmitter station or in said programming signal.

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110. (New Claim) The method of claim 107, wherein said output information content is one of generated and selected by processing data stored at said second receiver station, said method further comprising the step of storing

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~~user information at said second receiver station to serve as a basis for one of selecting and generating said output information content.~~

111. (New Claim) The method of claim 107, further comprising the step of assembling code by processing said generated information content.

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~~112. (New Claim) The method of claim 107, wherein said programming signal contains said mass medium programming, said method further comprising the step of embedding said first control signal in an information transmission containing said programming signal before transmitting at least some of said mass medium programming from said first transmitter station.~~

113. (New Claim) The method of claim 112, wherein said network is one of a broadcast and a cablecast network and said information transmission is one of a multichannel cable signal and a multichannel satellite signal.

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~~114. (New Claim) The method of claim 107, wherein said programming signal contains only a first portion of said first control signal and said information content generated includes only a second portion of said first control signal, said method further comprising the step of incorporating said second portion into said programming signal.~~

115. (New Claim) The method of claim 107, wherein said programming signal contains a second control signal, and said first transmitter station performs one of (1) transmitting at least one of said mass medium programming and said

first control signal in response to said second control signal, and (2) retransmitting said second control signal.

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116. (New Claim) The method of claim 115, wherein said first control signal contains processor code which causes said second receiver station to generate said selected output information content by processing said stored data, and said second control signal causes at least one of (1) said first receiver station to store said data, (2) said second receiver station to select said selected output information content, and (3) said second receiver station to present at least one of said mass medium and said selected output information content at said at least one output device.

117. (New Claim) The method of claim 107, wherein a second transmitter station receives data based on a subscriber response to at least one of said mass medium programming and said selected output information content presented at said second receiver station.

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118. (New Claim) A method of processing signals in a network, comprising the steps of:

- (1) receiving a signal at a transmitter station;
- (2) generating, based on said signal, information content of at least a portion of a control signal which is effective at a remote receiver station to process at least some of mass medium programming and said control signal, store data applicable to said mass medium programming, select and communicate some output information content to an output device, and present



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~~said mass medium programming and said selected and communicated output information content at an output device; and~~

~~(3) transmitting said mass medium programming and said control signal.~~

119. (New Claim) ~~The method of claim 118, wherein said mass medium programming is one of a duration and an expanse, only some of said one of a duration and an expanse containing one of a time interval and a location of specific relevance, and said control signal is transmitted before at least a portion of said one of a time interval and a location.~~

120. (New Claim) The method of claim 119, wherein said expanse is an area to be outputted on hardcopy.

121. (New Claim) A method of processing signals in a network, comprising the steps of:

(1) receiving only some of a control signal at a transmitter station;

(2) generating some control information which is effective at a remote receiver station to perform at least one of (i) generating and ii) selecting some output information content at an output device, said output information content to be presented one of simultaneously and sequentially with mass medium programming and

(3) transmitting said control signal, said control signal including said received some of said control signal and said generated control information.

122. (New Claim) The method of claim 121, wherein said only some of said control signal includes only part of a processor code and said generated control information includes a balance of said processor code, said method further comprising the steps of:

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incorporating said balance of said processor code into said control signal;  
and  
delivering said control signal and said processor code to a transmitter.

123. (New Claim) The method of claim 122, wherein said processor code operates at said remote receiver station to generate, or deliver at one or more of a television monitor and a television storage device, part of a television program, said method further comprising the steps of:

receiving a balance of said television program; and  
transmitting said balance of said television program.

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124. (New Claim) The method of claim 123, wherein said balance of said television program is received in an information transmission containing said part of said processor code and said step of incorporating said balance of said processor code into said control signal includes embedding said balance of said processor code into said information transmission.

125. (New Claim) The method of claim 124, wherein said part of said processor code includes one or more execution instructions which operate at said remote receiver station to synchronize delivery of said part of said television program and said balance of said television program.

126. (New Claim) The method of claim 124, wherein said balance of said processor code includes one or more commands.

127. (New Claim) The method of claim 126, wherein said one or more commands operate at said remote receiver station to deliver one or more of said balance of said television program and a program instruction set.

128. (New Claim) The method of claim 124, wherein said balance of said processor code operates at said receiver station to generate receiver specific data.

129. (New Claim) The method of claim 124, wherein said balance of said processor code operates at said receiver station to synchronize delivery by placing data at a memory and clearing said memory.

130. (New Claim) The method of claim 123, wherein said balance of said television program is of a duration, only some of said duration containing a time interval of specific relevance, said method further comprising the step of transmitting data to serve as a basis for outputting, at said remote receiver station, one or more of video and audio.

131. (New Claim) The method of claim 130, wherein said remote receiver station delivers said one or more of video and audio at said one or more of a television monitor and a television storage device based at least one of a timing control signal and a processor interrupt signal, said method further comprising the step of including in said balance of said processor code said one or more of said timing control signal and said processor interrupt signal.

132. (New Claim) The method of claim 130, wherein said one or more of video and audio includes a receiver specific datum, said method further comprising the step of including in said transmitted data at least one subscriber specific datum.

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133. (New Claim) The method of claim 122, wherein said remote receiver station executes at least some of said processor code in response to a processor interrupt signal, said method further comprising the step of including said processor interrupt signal in said balance of said processor code.

134. (New Claim) A method of processing signals in a network, comprising the steps of:

(1) receiving, at one of a transmitter station and a receiver station in said network, generally applicable information in respect of mass medium programming and only some of a control signal;

(2) storing data in said network, said data to serve as a basis for completing said control signal;

(3) processing said generally applicable information and said only some of said control signal in order to select and present at at least a first output device said mass medium programming and output information content to supplement said mass medium programming; and

(3) presenting said mass medium programming and said output information content to supplement said mass medium programming at said receiver station.

135. (New Claim) The method of claim 134, wherein a first intermediate transmitter station transmits at least one of said mass medium programming and said data to one or more of a second intermediate transmitter station and said receiver station, said method further comprising the step of transmitting one or more storage control signals which cause said first intermediate transmitter station to output said at least one of said mass medium programming and said data from a first storage device and transmit said at least one of said mass medium programming and said data and cause said one or more of a second intermediate transmitter station and a receiver station to store said at least one of said mass medium programming and said data at one or more second storage devices.

136. (New Claim) The method of claim 135, further comprising the step of storing information which confirms a transmission of said at least one of said mass medium programming and said data.

137. (New Claim) A method of processing signals in a network, comprising the steps of:

- (1) receiving, at a transmitter station in said network, mass medium programming and a first code which is applicable to said mass medium programming;
- (2) generating information content by processing stored data in response to said first code;
- (3) storing said generated information content in one of a second code and data to be processed in accordance with one of said first code and said second code; and

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~~(4) presenting said mass medium programming and output information content to supplement said mass medium programming, said mass medium programming and said supplemental output information content being presented at an output device at a receiver station in said network in accordance with i) one of said first code and said second code and ii) said generated information content.~~

138. (New Claim) The method of claim 137, wherein said transmitter station processes a plurality of storage control signals, said method further comprising the steps of:

outputting at least one of said code, said data to be processed in accordance with said code, and said mass medium programming from a storage device in response to a first of said plurality of storage control signals;

transmitting said at least one of said code, said data to be processed in accordance with said code, and said mass medium programming; and

transmitting a second storage control signal of said plurality of storage control signals, said second storage control signal enabling said plurality of receiver stations to store said at least one of said code, said data to be processed in accordance with said code, and said mass medium programming.

139. (New Claim) The method of claim 138, wherein said plurality of storage control signals include a schedule.

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~~140. (New Claim) A method of processing signals in a network, comprising the steps of:~~

~~(1) receiving a first programming signal to be transmitted;~~

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- (2) receiving a second programming signal which is effective to accomplish one of:
- (a) effecting a transmitter station to generate information content of some portion of a first control signal which is effective at one of plurality of receiver stations to select some output information content and output, at an output device, one of a simultaneous and a sequential presentation of said output information selected content and mass medium programming; and
  - (b) effecting a receiver station to generate information, process data applicable to a mass medium programming, select output information content and present said mass medium programming and said output information content at a output device;
- (3) receiving a second control signal which operates to store and communicate at least a portion of one of said first programming signal and said second programming signal; and
- (4) transmitting said first programming signal, said second programming signal, and said second control signal.

141. (New Claim) The method of claim 140, wherein said mass medium programming includes television programming and said receiver station is capable of receiving digital television signals having a plurality of expanses, said method further comprising the steps of:

transmitting a first part of said at least one of said first programming signal and said second programming signal in a first of said plurality of expanses; and

transmitting a second part of said at least one of said first programming signal and said second programming signal in a second of said plurality of expanses.

142. (New Claim) The method of claim 141, further comprising the step of transmitting at least one execution instruction which operates at said remote receiver station to control one or more of a portion receiver and a digital detector to pass to a processor said first part and said second part of said at least one of said first programming signal and said second programming signal.

143. (New Claim) The method of claim 141, wherein at least one of said transmitter station and said receiver station assemble information contained in said first part and said second part based on at least one of said first programming signal and said second programming signal.

144. (New Claim) The method of claim 143, wherein said at least one of said transmitter station and said receiver station generates a data storage address, processes information contained at said data storage address, and decrypts information contained in said first part and said second part.

145. (New Claim) The method of claim 144, wherein said receiver station compares information contained at least a portion of said second control signal and said first part and said second part to said information stored at said storage address, and performs said decrypting of said information contained in said first part and said second part based on a favorable outcome.



146. (New Claim) A method of signal processing in a network, said method comprising the steps of:

transmitting a command to at least one of a plurality of stations;

controlling a transmitter station based on said command, said step of controlling said transmitter station comprising:

- (1) selecting mass medium programming;
- (2) selecting data and communicating said selected data in control instructions;
- (3) transmitting signals containing said mass medium programming and said control instructions;

controlling a first receiver station based on said transmitted signals, said step of controlling said first receiver station comprising:

- (1) processing at least some of said mass medium programming and said control instructions;
- (2) transferring data received in said transmitted signal to one of a processor and a storage location;
- (3) presenting, at output devices, said mass medium programming and output information content to complete or supplement said mass medium programming; and

controlling a second receiver station based on said transmitted signals, said step of controlling said second receiver station comprising:

- (1) selecting a datum designating one of said mass medium programming and supplementary output information content applicable to said mass medium programming;
- (2) communicating said selected datum to a transmitter; and transmitting said selected datum to a third receiver station.

147. (New Claim) The method of claim 146, further comprising the steps of:

generating a signal containing said control instructions at said transmitter station; and

adding said generated signal to an information transmission containing said mass medium programming.

148. (New Claim) The method of claim 146, further comprising the steps of:

placing into higher language, at said transmitter station, said selected data; and

assembling said higher language, at one of said transmitter station, said first receiver station and said second receiver station.

149. (New Claim) The method of claim 146, wherein said mass medium programming is one of television programming radio programming and print programming, said method further comprising the step of controlling a selective transmission transfer device to communicate said selected mass medium programming to said output device at one of said transmitter station, said first receiver station and said second receiver station.

150. (New Claim) A method of signal processing in a network, said method comprising the steps of:

selecting mass medium programming at a transmitter station;

selecting data and communicating said selected data, at said transmitter station, in control instructions, said control instructions effective at a receiver station to:

(1) present, at output devices, said selected mass medium programming and output to one of complete and supplement said selected mass medium programming, and

(2) transmit, to a remote station, at least one datum designating at least one of said mass medium programming and said output to one of complete and supplement said selected mass medium programming; and

transmitting said selected mass medium programming and said control instructions.

151. (New Claim) A method of signal processing in a network, said method comprising the steps of;

receiving a command at a first transmitter station;

receiving at least one instruct signal which is effective to accomplish one of:

(a) effecting a second transmitter station to select data and mass medium programming and transmit a signal containing said selected data and said mass medium programming and also containing at least one control instruction, said at least one control instruction containing said selected data; and

(b) effecting at least one receiver station to present, at output devices, said mass medium programming and output to one of complete and supplement said mass medium programming, and also to transmit to a remote station, at least one datum designating at least one of said mass medium programming and

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said output to one of complete and supplement said mass medium programming;

receiving a transmitter control signal which operates at said second transmitter station to communicate one of: (i) said at least one instruct signal and (ii) said mass medium programming and said at least one control instruction contains said related data to a transmitter; and

transmitting, from said first transmitter station, said transmitter control signal and said at least one instruct signal.

152. (New Claim) The method of claim 151, wherein said command is operative to control transmission of said mass medium programming, said method further comprising the step of:

transmitting said mass medium programming at one of said first transmitter station and second said transmitter station in accordance with said command.

153. (New Claim) The method of claim 152, wherein said command is a transmission schedule, said method further comprising the step of:

transmitting one of a second mass medium programming and a second of said at least one instruct signal according to said transmission schedule.

154. (New Claim) A method of signal processing in a network, said method comprising the steps of;

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receiving, at at least one receiver station, at least one signal transmitted from one of a remote broadcast transmitter station and cablecast transmitter station;

presenting, mass medium programming and output to one of complete and supplement said mass medium programming, at said at least one receiver station based on information contained in said at least one signal; and

transmitting, from said at least one receiver station, to a remote station, at least one datum designating one of said mass medium programming and said output to one of complete and supplement said mass medium programming.

155. (New Claim) The method of claim 154, wherein said at least one signal is one of a television signal and a radio signal, said method further comprising the step of:

detecting control instructions in said received signal.

156. (New Claim) The method of claim 154, wherein said received signal is one of a multichannel broadcast signal and cablecast signal, said method further comprising the steps of:

selecting at least some part of said multichannel broadcast signal and cablecast signal in which to detect control instructions; and

transferring said selected at least some part of said multichannel broadcast signal and cablecast signal to one of a control signal detector and a digital detector.

157. (New Claim) A method of signal processing in a network, said method comprising the steps of: selecting mass medium programming at a transmitter station, said mass medium programming having a duration, only some of said duration including a time interval of specific relevance;

selecting data and communicating said selected data, at said transmitter station, in at least one control signal, said data and said control signal effective at receiver stations to:

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- (1) generate mass medium programming output to one of complete and supplement said selected mass medium programming;
  - (2) select, at each of said receiver stations, only a portion of said mass medium programming output to one of complete and supplement said selected mass medium programming, said selected portion based on subscriber input; and

transmitting said selected mass medium programming, said selected portion, said data and said at least one control signal.

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158. (New Claim) A method of signal processing in a network, said method comprising the steps of:

transmitting a command to at least one of a plurality of stations, said plurality of stations comprising transmitter stations and receiver stations;

controlling a transmitter station on the basis of said command, said step of controlling comprising:

- (1) selecting a signal that contains mass medium programming;
- (2) communicating some digital data to a transmitter; and
- (3) transmitting said selected signal that contains mass medium programming and said communicated digital data to at least one receiver station;

controlling a first receiver station based on said command, said step of controlling comprising:

- (1) selecting a first portion of said transmitted signal;
- (2) storing said selected first portion of said transmitted signal; and

(3) communicating said selected first portion to an output device based on a timing control instruction;

controlling a second receiver station based on said command, said step of controlling comprising:

(1) selecting a second portion of said transmitted signal;  
(2) communicating said selected second portion to one or more of a processor and an output device; and

(3) outputting at least some of said mass medium programming to a subscriber; and

controlling a third receiver station based on said command, said step of controlling comprising:

(1) selecting a third portion of said transmitted signal;  
(2) communicating said selected third portion to a transmitter; and  
(3) transmitting said selected third portion of said transmitted signal to a fourth receiver station.

159. (New Claim) The method of claim 158, wherein said one or more digital data are included in one or more of a software module, a data module, or an information segment or serve as a basis for selecting meter or monitor information at a receiver station, said method further comprising the step of incorporating said communicated one or more data into said selected signal that contains mass medium programming.

160. (New Claim) The method of claim 158, wherein said timing control instruction is a schedule which specifies one or more of a time to output at least a

portion of said transmitter signal and an output device at which to output at least a portion of said transmitted signal.

161. (New Claim) The method of claim 158, wherein said second portion is at least some of a software module, a data module, and an information segment, said method further comprising the step of outputting at said second receiver station a combined or sequential presentation of said some mass medium programming and said second portion.

162. (New Claim) The method of claim 158, wherein said third portion serves as a basis for metering or monitoring the availability, use, or usage at said third receiver station of information contained in said transmitted signal.

163. (New Claim) The method of claim 158, further comprising the steps of:

generating in said network at least a portion of a second signal containing one or more control instructions; and

embedding said second signal into an information transmission containing mass medium programming, said embedded second signal including said generated at least a portion of said second signal containing one or more control instructions.

164. (New Claim) The method of claim 158, further comprising the steps of:

placing data selected at one of an intermediate transmission station and an ultimate receiver station in said network into higher language code; and



assembling said higher language code and said placed data.

165. (New Claim) The method of claim 158, wherein said mass medium programming is communicated in response to a control signal, said method further comprising the steps of:

selecting a television, radio, print, or combined medium program segment; and

controlling a selective transmission device to communicate said selected television, radio, print, or combined medium program segment to a processor or an output device.

166. (New Claim) A method of signal processing in a network, said method comprising the steps of:

selecting mass medium programming at a transmitter station;

selecting data and communicating said selected data at said transmitter station in one or more control instructions, said one or more control instructions effective at one or more receiver stations to select a plurality of portions of a signal containing said mass medium programming, communicate a first of said plurality of portions to an output device based on a timing signal, communicate a second of said plurality of portions to a processor, and transmit a third portion of said plurality of portions to a second receiver station; and

transmitting said selected mass medium programming and said one or more control instructions.

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167. (New Claim) The method of claim 166, wherein said mass medium programming includes one of a video, audio, print, television, or combined medium program segment.

168. (New Claim) A method of signal processing in a network, said method comprising the steps of:

receiving a command;

receiving at least one instruct signal which is effective to accomplish one of:

(a) effecting a first transmitter station to (i) select a signal containing mass medium programming and a control signal which is effective to separate said signal into a plurality of portions and (ii) communicate said separated portions to (1) at least one output device, (2) at least one processor, and (3) at least one remote receiver station; and

(b) effecting a receiver station to select a plurality of portions of a signal containing said mass medium programming, communicate a first of said plurality of portions to an output device based on a timing signal, communicate a second of said plurality of portions to a processor, and transmit a third portion of said plurality of portions to a second receiver station;

receiving a transmitter control signal which operates at a second transmitter to communicate at least one of said at least one instruct signal and said command to a transmitter; and

transmitting said transmitter control signal and at least one of said command and said at least one instruct signal.

169. (New Claim) The method of claim 168, wherein said command is operative to control transmission of said mass medium programming, said method further having one step from the group consisting of:

transmitting said mass medium programming to at least one of said first transmitter station and said receiver station in accordance with said command;

transmitting said mass medium programming from said first transmitter station in accordance with said command; and

controlling a selective transmission device to communicate said mass medium programming at said receiver station in accordance with said command.

170. (New Claim) The method of claim 168, wherein said command includes a transmission schedule, said method further comprising the step of transmitting at least one of a second unit of mass medium programming and a second of said one or more instruct signals according to said transmission schedule.

171. (New Claim) A method of signal processing in a network having a plurality of receiver stations, said method comprising the steps of:

receiving at at least one receiver station at least one signal transmitted from a remote broadcast or cablecast transmitter station;

separating said signal into a plurality of portions;

communicating at least a first of said plurality of portions to an output device for delivery to a subscriber at a first of said plurality of receiver stations based on information contained in said first portion;

communicating at least a second of said plurality of portions to a processor at a second of said plurality of receiver stations based on information contained in said second portion; and

transmitting at least a third of said plurality of portions from a third of said plurality of receiver stations to a remote receiver station based on information contained in said third portion.

172. (New Claim) The method of claim 171, wherein said received at least one signal is a television or radio signal, said method further comprising the step of detecting one or more control instructions in said received at least one signal.

173. (New Claim) The method of claim 171, wherein said received at least one signal is a multichannel broadcast or cablecast signal, said method further comprising the steps of:

selecting at least some part of said multichannel broadcast or cablecast signal in which to detect one or more control instructions; and

transferring said selected at least some part of said multichannel broadcast or cablecast signal to a one of a control signal detector and a digital detector.

174. (New Claim) A method of signal processing in a network having at least one intermediate transmission station and at least one ultimate receiver station, said method comprising the steps of:

transmitting a signal to said at least one ultimate receiver station in said network;

controlling said at least one intermediate transmission station based on information, wherein said information is one of: (i) contained in said signal and (ii) communicated to be processed with said signal, and wherein said step further comprises:

- (1) generating first output information content; and
- (2) transmitting said first output information content; and

controlling said at least one ultimate receiver station based on said information, wherein said step further comprises:

- (1) generating, in said at least one ultimate receiving station, second output information content; and
- (2) presenting at least a portion of a mass medium programming presentation based on said first output information content and said second output information content.

175. (New Claim) The method of claim 174, wherein said second output information content is generated in accordance with said first output information content, said method further having one step selected from the group consisting of:

- placing said generated first output information content into higher language code;
- assembling said generated first output information content;
- linking software containing said generated first output information content; and
- embedding said first output information content into said signal.

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176. (New Claim) The method of claim 174, wherein said signal contains an intermediate-generation-set, said method further comprising the step of storing at least a portion of said signal at said at least one intermediate transmission station.

177. (New Claim) The method of claim 174, further comprising the step of receiving at said at least one intermediate transmission station one from the group consisting of:

- (1) local-formula-and-item information;
- (2) formula-and-item-of-this-transmission information;
- (3) generally applicable video, audio, or print;
- (4) an intermediate generation set;
- (5) a program-instruction-set;
- (6) meter-monitor information; and
- (7) a transmission schedule.

178. (New Claim) The method of claim 174, further comprising the steps of:

receiving a timing control signal at said at least one intermediate transmission station; and

selecting said signal based on said timing control signal.

179. (New Claim) The method of claim 178, wherein said timing control signal includes a transmission schedule, said method further comprising the step of receiving at least one identification datum, wherein said at least one identification datum is effective to select said signal.

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180. (New Claim) The method of claim 174, wherein said mass medium programming presentation includes video, and wherein said at least said portion of said mass medium programming presentation is outputted at said at least one ultimate receiver station in one of (1) a simultaneous manner with said video and (2) a sequential manner with said video.

181. (New Claim) The method of claim 174, wherein said mass medium programming presentation includes audio, and wherein said signal contains at least one image, wherein said at least one image is to be presented in at least one of (1) a simultaneous manner with said audio and (2) a sequential manner with said audio.

182. (New Claim) The method of claim 174, wherein said mass medium programming presentation includes at least one image, and wherein said signal contains a control signal addressed to at least one of (1) a printer and (2) a video output device.

183. (New Claim) The method of claim 174, wherein said signal is modified based on at least one of (1) data and (2) a processor control instruction, wherein said at least one of said data and said processor control instruction is contained in said signal, said method further comprising the step of inputting at least a portion of said signal to a computer.

184. (New Claim) The method of claim 174, wherein said signal contains higher language code, said method further comprising the step of assembling

said higher language code at one of said at least one intermediate transmission station and said at least one ultimate receiver station.

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185. (New Claim) The method of claim 174, wherein said signal contains one of television programming and radio programming, said method further comprising the steps of:

selecting one of an intermediate-generation-set and a program-instruction-set; and

processing stored data in accordance with said selected one of said intermediate-generation-set and said program-instruction-set.

186. (New Claim) A method of signal processing in a network having at least one intermediate transmission station and at least one ultimate receiver station, said method comprising the steps of:

generating at said at least one intermediate transmission station at least one instruct signal which is effective at said at least one ultimate receiver station to generate output information content for presentation with mass medium programming; and

transmitting said at least one instruct signal.

187. (New Claim) The method of claim 186, further comprising the step of transmitting at least a portion of said mass medium programming.

188. (New Claim) A method of signal processing in a network having a plurality of receiver stations, wherein each of said plurality of receiver stations



being at least one of an intermediate transmission station and an ultimate receiver station, said method comprising the steps of:

receiving at least one instruct signal which is effective to perform one of:

(a) effecting a transmitter station to generate a signal which operates at said plurality of receiver stations to generate at least a part of a mass medium programming presentation; and

(b) effecting a first of said plurality of receiver stations to generate a signal to operate at a second of said plurality of receiver stations to generate at least a part of a mass medium programming presentation;

receiving a transmitter control signal which operates in said network to communicate said at least one instruct signal to a transmitter; and

transmitting said transmitter control signal and said at least one instruct signal.

189. (New Claim) The method of claim 188, wherein a command is operative to control transmission of said mass medium programming, said method further having one step from the group consisting of:

transmitting said mass medium programming to at least one of said transmitter station and said first of said plurality of receiver stations in accordance with said command;

transmitting said mass medium programming from said transmitter station in accordance with said command; and

controlling a selective transfer device to communicate said mass medium programming at said first of said plurality of receiver stations in accordance with said command.

190. (New Claim) The method of claim 188, further comprising the steps of:  
receiving a transmission schedule; and  
transmitting at least one of said mass medium programming and said at least one instruct signal according to said transmission schedule.

191. (New Claim) A method of signal processing in a network, said method comprising the steps of:  
receiving, at a plurality of receiver stations, at least one signal transmitted from a remote broadcast or cablecast transmitter station;  
generating, at a first of said plurality of receiver stations and in response to said at least one signal, at least one instruct signal, wherein said at least one instruct signal is effective at a second of said plurality of receiver stations to generate output information content; and  
outputting mass medium programming at said second of said plurality of receiver stations based on said at least one signal and said at least one instruct signal.

192. (New Claim) The method of claim 191, wherein said at least one signal is one of a television and radio signal, said method further comprising the step of detecting at least one control instruction in said at least one signal.

193. (New Claim) The method of claim 191, wherein said at least one signal is a multichannel broadcast or cablecast signal, said method further comprising the steps of:

selecting at least a part of said multichannel broadcast or cablecast signal in which to detect at least one control instruction; and  
transferring said selected at least said part of said multichannel broadcast or cablecast signal to a one of a control signal detector and a digital detector.

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194. (New Claim) The method of claim 191, further comprising the step of transmitting generated output information content from one of said first and said second of said plurality of receiver stations based on information, wherein said information is one of (1) contained in said at least one signal and (2) received to be processed with said at least one signal.

195. (New Claim) A method of signal processing in a network, said method comprising the steps of:  
transmitting a command to at least one of a plurality of stations;  
controlling a transmitter station of said plurality of stations on the basis of said command, said step of controlling said transmitter station comprising:  
(1) selecting mass medium programming to be completed;  
(2) selecting first data;  
(3) embedding said selected first data into at least one control signal;  
(4) transmitting at least one signal containing said mass medium programming to be completed and said at least one control signal;  
controlling a first receiver station on the basis of said transmitted at least one signal, said step of controlling said first receiver station comprising:

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- (1) receiving at least a portion of said mass medium programming to be completed and said at least one control signal; and
  - (2) communicating at least a portion of said at least one control signal to one of a first processor and a storage location; and
  - (3) presenting, at at least one first output device, complete mass medium programming by outputting said mass medium programming to be completed and output information that completes said mass medium programming to be completed; and
- controlling a second receiver station on the basis of said transmitted at least one signal, said step of controlling said second receiver station comprising:
- (1) inputting a subscriber reaction to one of said mass medium programming to be completed and said complete mass medium programming;
  - (2) processing said inputted subscriber reaction; and
  - (3) selecting information to output on the basis of said step of processing said inputted subscriber reaction.

196. (New Claim) The method of claim 195, further comprising the steps of:

generating, at said transmitter station, second data; and  
embedding, at said transmitter station, said generated second data into said at least one control signal.

197. (New Claim) The method of claim 196, further comprising the steps of:

placing, at said transmitter station, said generated second data into higher language code; and

generating machine language code based on said higher language code and said generated second data.

198. (New Claim) The method of claim 195, further comprising the steps of:

embedding, at said transmitter station, said selected first data into higher language code; and

generating machine language code based on said higher language code and said embedded first data.

199. (New Claim) The method of claim 195, wherein said step of selecting mass medium programming to be completed includes selecting at least a segment of one of a television program, radio program, print program, and combined medium program; said method further comprising the step of:

controlling a selective transfer device to communicate said selected at least a segment of one of a television program, radio program, print program, and combined medium program to one of a second processor and a second output device.

200. (New Claim) A method of signal processing in a network, said method comprising the steps of:

selecting, at a transmitter station, mass medium programming to be completed;

selecting, at said transmitter station, first data, said first data to serve as a basis for completing said mass medium programming to be completed;

communicating said selected first data to said transmitter station in at least one control signal, said at least one control signal effective in said network to output (i) said mass medium programming to be completed and (ii) information that completes said mass medium programming to be completed, said output based on a subscriber reaction to said mass medium programming to be completed; and

transmitting said selected mass medium programming to be completed, said first data, and said at least one control signal.

201. (New Claim) The method of claim 200, wherein said mass medium programming to be completed and said information are outputted at at least one receiver station in said network, said method further comprising the step of transmitting at least one of a video program, audio program, print program, and television program to serve as part of said mass medium programming to be completed.

202. (New Claim) The method of claim 200, further comprising the steps of:

generating, at said transmitter station, second data; and  
communicating, at said transmitter station, said generated second data in said at least one control signal.

203. (New Claim) The method of claim 202, further comprising the steps of:

placing, at said transmitter station, said generated second data into higher language code; and

generating machine language code based on said higher language code and said generated second data.

204. (New Claim) The method of claim 200, further comprising the steps of:

placing, at said transmitter station, said selected first data into higher language code; and

generating machine language code based on said higher language code and said placed first data.

205. (New Claim) The method of claim 200, further comprising the steps of:

selecting at least a segment of one of a television program, radio program, print program, and combined medium program; and

controlling a selective transfer device to communicate said selected at least a segment of one of a television program, radio program, print program, and combined medium program to one of a processor and an output device.

206. (New Claim) A method of signal processing in a network, said method comprising the steps of:

receiving, at a first transmitter station, a command transmitted from one of a local source and a remote source, said command operating in said network to deliver complete mass medium programming;

receiving, at said first transmitter station, at least one instruct signal transmitted from said one of said local source and said remote source, said at least one instruct signal being effective to accomplish one of:

(a) effecting said first transmitter station to select mass medium programming to be completed and a control signal which is effective at a receiver station to deliver said complete mass medium programming based on a subscriber reaction to said mass medium programming to be completed; and

(b) effecting a receiver station to output mass medium programming to be completed and information that completes said mass medium programming to be completed, based on a subscriber reaction to said mass medium programming to be completed;

receiving a transmitter control signal which operates at a second transmitter station to communicate one of said at least one instruct signal and said complete mass medium programming to a transmitter; and

transmitting said transmitter control signal and said at least one instruct signal.

207. (New Claim) The method of claim 206, wherein said command is operative to control transmission of said complete mass medium programming, said method further comprising one from the group consisting of:

transmitting one of said complete mass medium programming and mass medium programming to be completed to at least one of said first transmitter station and said receiver station in accordance with said command;

transmitting one of said complete mass medium programming and said mass medium programming to be completed from said first transmitter station in accordance with said command; and

controlling, at said receiver station, a selective transfer device to transmit one of said complete mass medium programming and said mass medium



programming to be completed from said receiver station in accordance with said command.

208. (New Claim) The method of claim 206, wherein said command is a transmission schedule and said complete mass medium programming includes at least a first unit of mass medium programming and a second unit of mass medium programming, said method further comprising the step of transmitting, according to said transmission schedule, each of said first unit of mass medium programming and said second unit of mass medium programming at one of a different time and a different channel than that of the other of said first unit of mass medium programming and said second unit of mass medium programming.

209. (New Claim) The method of claim 208, wherein said at least one instruct signal includes at least a first instruct signal and a second instruct signal, said method further comprising the step of transmitting, according to said transmission schedule, each of said first instruct signal and said second instruct signal at one of a different time and a different channel than that of the other of said first instruct signal and said second instruct signal.

210. (New Claim) A method of signal processing to deliver complete mass medium programming in a network having a plurality of receiver stations, said method comprising the steps of:

receiving, at at least one of said plurality of receiver stations, at least one signal transmitted from a remote one of a broadcast transmitter station and a cablecast transmitter station, said at least one of said plurality of receiver stations

having a processor that is able to control the selection of mass medium programming to be completed;

selecting, under control of said processor of said at least one of said plurality of receiver stations, mass medium programming to be completed based on information contained in said at least one signal;

storing at least some of said selected mass medium programming to be completed;

outputting said selected mass medium programming to be completed at said at least one of said plurality of receiver stations;

processing a subscriber reaction to said selected mass medium programming to be completed at said at least one of said plurality of receiver stations; and

outputting said complete mass medium programming at said at least one of said plurality of receiver stations on the basis of said stored at least some of said selected mass medium programming to be completed.

211. (New Claim) The method of claim 210, wherein said received at least one signal is one of a television signal and a radio signal, said method further comprising the step of detecting at least one control instruction in said received at least one signal.

212. (New Claim) The method of claim 210, wherein said received at least one signal is one of a multichannel broadcast signal and a multichannel cablecast signal, said method further comprising the steps of:

selecting at least a portion of said multichannel signal in which to detect at least one control instruction; and

transferring said selected at least a portion of said multichannel signal to one of a control signal detector and a digital detector.

213. (New Claim) A method of signal processing in a network having at least one intermediate transmission station and at least one ultimate receiver station, said method comprising the steps of:

transmitting to at least one receiver station in said network a signal containing at least a mass medium program segment, said at least a mass medium program segment having a series of outputs to be displayed or emitted in sound in a predetermined sequence;

controlling said at least one intermediate transmission station a first time on the basis of information contained in said signal or communicated with said signal, said first step of controlling comprising the steps of:

- (1) communicating said signal and said at least a mass medium program segment to a storage location; and
- (2) storing said signal and said at least a mass medium program segment;

controlling said at least one intermediate transmission station on the basis of information contained in said signal or communicated in advance of at least a portion of said signal, said second step of controlling comprising the steps of:

- (1) selecting output information content to one of complete and supplement said at least a mass medium program segment;
- (2) communicating said selected output information content to a transmitter; and
- (3) transmitting said selected output information content to said at least one ultimate receiver station in, with, or in advance of at least a portion of said at least a mass medium program segment; and

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outputting said mass medium program segment and said selected output information at said at least one ultimate receiver station in said predetermined sequence.

214. (New Claim) The method of claim 213, wherein said at least a mass medium program segment includes video and said output information content appears at said at least one ultimate receiver station as a video image presented in combination with or sequentially with said video of said at least a mass medium program segment.

215. (New Claim) The method of claim 213, wherein said at least a mass medium program segment includes audio and said output information content is outputted at said at least one ultimate receiver station as sound in combination with or sequentially with said audio of said at least a mass medium program segment.

216. (New Claim) The method of claim 213, wherein said at least a mass medium program segment includes print and said output information content is outputted at said at least one ultimate receiver station as an image printed in combination with or sequentially with said print of said at least a mass medium program segment.

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217. (New Claim) The method of claim 213, wherein said information contained in said signal or communicated in advance of said signal includes a transmission schedule, said method further comprising the steps of:

receiving said transmission schedule at said at least one intermediate transmission station in advance of said signal; and  
processing information to be contained in said signal in accordance with said transmission schedule.

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219. (New Claim) The method of claim 213, wherein said information contained in said signal or communicated in advance of said signal includes one or more of local-formula and local-item information communicated in advance of said signal, said method further comprising the steps of:

storing said one or more of local-formula and local-item information; and  
processing said stored one or more of local-formula and local-item information in accordance with one of information contained in said signal and information contained in a transmission schedule.

219. (New Claim) The method of claim 218, wherein said one or more of local-formula and local-item information includes at least part of a program instruction set, said method further having at least one step from the group consisting of:

receiving at least a portion of said program instruction set at said at least one intermediate transmission station;  
transmitting said program instruction set; and  
controlling said at least one ultimate receiver station in accordance with said program instruction set.

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220. (New Claim) The method of claim 213, wherein said information contained in said signal or communicated in advance of said signal includes computer code, said method further comprising the steps of:

receiving said computer code at said at least one intermediate transmission station; and

selecting at least some portion of one of (1) said at least a mass medium program segment and (2) local-formula or local-item information in accordance with said computer code.

221. (New Claim) The method of claim 220, wherein said computer code includes an intermediate generation set.

222. (New Claim) The method of claim 213, wherein one of said at least one ultimate receiver stations has a plurality of output devices and said at least a mass medium program segment and said selected output information are outputted at different ones of said plurality of output devices.

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223. (New Claim) The method of claim 213, further comprising the steps of:

generating in said network at least a portion of one or more control instructions; and

embedding said at least a portion of one or more control instructions in an information transmission containing mass medium programming.

224. (New Claim) The method of claim 213, further comprising the steps of:

placing data selected at one of an intermediate transmission station and an ultimate receiver station in said network into higher language code; and assembling said higher language code and said data.

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~~226.~~ (New Claim) The method of claim 213, wherein mass medium programming is communicated in response to a control signal, said method further comprising the steps of:

selecting a television, radio, print, or combined medium program segment; and

controlling a selective transfer device to communicate said selected television, radio, print, or combined medium program segment to a processor or an output device.

226. (New Claim) A method of signal processing in a network having one or more origination stations and one or more intermediate transmission stations, said method comprising the steps of:

selecting mass medium programming in said network;

selecting data at a particular one of said one or more origination stations and communicating said selected data in one or more control instructions, said one or more control instructions effective at said one or more intermediate transmission stations to store said selected mass medium programming, select output to complete or supplement said mass medium programming, and transmit said mass medium programming and said output to complete or supplement said mass medium programming; and

transmitting said selected mass medium programming and said one or more control instructions.

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227. (New Claim) The method of claim 226, wherein said mass medium programming includes one of a video, audio, and print.

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228. (New Claim) A method of signal processing in a network having a plurality of transmitter stations, each transmitter station being an origination station or an intermediate transmission station, said method comprising the steps of:

receiving at least one control instruction;  
receiving one or more instruct signals which are effective to accomplish at least one of :

(a) effecting a first of said plurality of transmitter stations to transmit mass medium programming and at least one processor instruction which is effective in said network to store said mass medium programming; and

(b) effecting an intermediate transmission station to select data and transmit said selected data in advance of at least a portion of said mass medium programming, at a time when said mass medium programming is being transmitted, or in a signal containing said mass medium programming;

receiving a transmitter control signal which operates at a second of said plurality of transmitter stations to communicate said one or more instruct signals or said at least one control instruction to a transmitter; and

transmitting said transmitter control signal and at least a first of said at least one control instruction and said one or more instruct signals.



229. (New Claim) The method of claim 228, wherein said control instruction is operative to control transmission of mass medium programming, said method further having one step from the group consisting of:

transmitting said mass medium programming to at least one of said first transmitter station and a receiver station in accordance with said at least one control instruction;

transmitting said mass medium programming from said first transmitter station in accordance with said at least one control instruction; and

controlling a selective transfer device to communicate said mass medium programming at said receiver station in accordance with said at least one control instruction.

230. (New Claim) The method of claim 228, wherein said at least one control instruction includes a transmission schedule, said method further comprising the step of transmitting at least one of a second unit of mass medium programming and a second of said one or more instruct signals according to said transmission schedule.

231. (New Claim) A method of signal processing in a network having a plurality of transmitter stations, said method comprising the steps of:

receiving in said network at least one signal transmitted from a remote broadcast or cablecast transmitter station, said at least one signal containing mass medium programming, said mass medium programming containing audio;

storing said at least one signal at a first of said plurality of transmitter stations based on information contained in said at least one signal; and

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~~selecting some output information content at a second of said plurality of transmitter stations based on information contained in said at least one signal, said output information content to one of complete and supplement said mass medium programming; and~~

~~transmitting said at least one signal and said selected output information content in said network.~~

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232. (New Claim) The method of claim 231, wherein said received at least one signal includes a television or radio signal, said method further comprising the step of detecting one or more control instructions in said received at least one signal.

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~~233. (New Claim) The method of claim 231, wherein said received at least one signal includes a multichannel broadcast or cablecast signal, said method further comprising the steps of:~~

~~selecting at least some part of said multichannel broadcast or cablecast signal in which to detect one or more control instructions; and~~

~~transferring said selected at least some part of said multichannel broadcast or cablecast signal to a one of a control signal detector and a digital detector.~~

234. (New Claim) A method for enabling one of a television and radio programming storage device to deliver programming, said storage device having a plurality of storage locations each capable of storing one of television and radio programming; a transmission device capable of communicating said one of television and radio programming to or from each of said plurality of storage locations; and a processor, controller, or computer for controlling at least one of

said storage locations to receive, store, or communicate said one of television and radio programming or for controlling said transmission device to communicate said one of television and radio programming, said method comprising the steps of:

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- receiving a signal containing said one of television and radio programming;
- selecting one of said plurality of storage locations;
- communicating said received signal containing said one of television and radio programming to said selected one of said plurality of storage locations;
- storing said received signal containing said one of television and radio programming at said selected one of said plurality of storage locations; and
- storing an intermediate generation set in respect of said one of television and radio programming at said one of a television and radio programming storage device.

235. (New Claim) The method of claim 234, wherein said one of television and radio programming storage device comprises a transmitter station.

236. (New Claim) The method of claim 234, wherein said one of television and radio programming storage device comprises a receiver station.

237. (New Claim) The method of claim 234, wherein said one of television and radio programming storage device comprises a network having at least one transmitter station and at least one receiver station.

238. (New Claim) A method of signal processing in a network, said method comprising the steps of:

transmitting a first signal to at least one of a plurality of receiver stations;  
controlling at least one transmitter station on the basis of said first signal,  
said first step of controlling comprising:

- (1) transferring at least one of computer software and output data to at least one storage location;
- (2) storing said transferred at least one of computer software and output data; and
- (3) transmitting said at least one of computer software and output data;

controlling a first receiver station on the basis of said first signal, said first receiver station being one of said plurality of receiver stations, said second step of controlling comprising:

- (1) processing subscriber data stored at said first receiver station to deliver information content;
- (2) outputting said information content; and
- (3) transmitting from said first receiver station to a second receiver station designation data designating at least one of: (i) said at least one of computer software and output data, (ii) said information content, and (iii) a subscriber reaction to said information content; and  
controlling said second receiver station on the basis of said first signal,

said third step of controlling comprising:

- (1) receiving at least one of: (i) said at least one of computer software and output data, and (ii) said designation data;

(2) processing said received at least one of: (i) said at least one of computer software and output data, and (ii) said designation data at said second receiver station; and

(3) performing at least one of the group consisting of:

- (a) delivering a product or service in response to an order;
- (b) billing a subscriber;
- (c) auditing a subscriber record; and
- (d) supplying market research data.

239. (New Claim) The method of claim 238, further comprising the steps of:

generating in said network a second signal containing at least one control instruction; and

adding said second signal to an information transmission containing mass medium programming.

240. (New Claim) The method of claim 238, further comprising the steps of:

placing data selected at one of an intermediate transmission station and an ultimate receiver station into higher language code, said intermediate transmission station and said ultimate receiver station being in said network; and assembling said higher language code and said placed data.

241. (New Claim) The method of claim 238, wherein mass medium programming is communicated in response to a control signal, said method further comprising the steps of:

selecting at least one of a television, radio, print, and combined medium program ; and

controlling a selective transfer device to communicate said selected at least one of a television, radio, print, and combined medium program to at least one of a processor and an output device.

242. (New Claim) A method of signal processing in a network, said method comprising the steps of:

selecting at least one of computer software and output data at a transmitter station;

communicating said selected at least one of computer software and output data in at least one control instruction, said at least one control instruction being effective at a first receiver station to: (1) output information content in video, audio, or print based on pre-stored subscriber data, and (2) transmit said pre-stored subscriber data to a second receiver station, and, in said network, to: (3) perform at least one of the group consisting of:

- (a) delivering a product or service in response to an order;
- (b) billing a subscriber;
- (c) auditing a subscriber record; and
- (d) supplying market research data; and

transmitting said at least one control instruction to said first receiver station .

243. (New Claim) The method of claim 242, wherein said at least one control instruction operates to deliver mass medium programming at an output device at said second receiver station, said method further comprising the step of transmitting at least one of a video, audio, print, television, and combined medium program .

244. (New Claim) A method of signal processing in a network, said method comprising the steps of:  
receiving a command;  
receiving at least one instruct signal which is effective to perform at least one of:

(1) effecting a first transmitter station to select at least one of computer software and output data, and transmit a signal containing said selected at least one of computer software and output data in at least one control instruction, said control instruction operating at at least one receiver station in said network to perform at least one of the group consisting of:

- (a) delivering a product or service in response to an order;
- (b) billing a subscriber;
- (c) auditing a subscriber record; and
- (d) supplying market research data; and

(2) effecting a first receiver station in said network to: (i) output information content based on subscriber data, (ii) transmit said information content to a second receiver station, and (iii) control said network to perform at least one of the group consisting of:

- order;
- (a) delivering a product or service in response to an
  - (b) billing a subscriber;
  - (c) auditing a subscriber record; and
  - (d) supplying market research data;

receiving a control signal which operates at one of said transmitter station and said first receiver station to communicate said at least one instruct signal to a transmitter; and

transmitting said control signal, said command and said at least one instruct signal.

245. (New Claim) The method of claim 244, wherein said command is operative to control the transmission of mass medium programming, said method further comprising one step from the group consisting of:

transmitting said mass medium programming to at least one of said first receiver station and said second receiver station in accordance with said command;

transmitting said mass medium programming from said first receiver station in accordance with said command; and

controlling a selective transfer device to communicate said mass medium programming from said first receiver station in accordance with said command.

246. (New Claim) The method of claim 244, wherein said command is a transmission schedule, said method further comprising the step of transmitting mass medium programming and a second of said at least one instruct signal according to said transmission schedule.



247. (New Claim) A method of signal processing in a network, said network having a plurality of receiver stations, said method comprising the steps of:

receiving at a first receiver station a signal transmitted from a remote transmitter station, said first receiver station being one of said plurality of receiver stations;

selecting computer software at said first receiver station based on information contained in said signal;

transmitting said computer software from said first receiver station to a second receiver station, said second receiver station being one of said plurality of receiver stations;

processing subscriber data stored at said second receiver station based on said computer software; and

transmitting said subscriber data from said second receiver station to a third receiver station, said third receiver station being one of said plurality of receiver stations;

performing at said third receiver station at least one of the group consisting of:

- (a) delivering a product or service in response to an order;
- (b) billing a subscriber;
- (c) auditing a subscriber record; and
- (d) supplying market research data.